

## **Anat Baron Introduction**

As you're about to witness, Anat Baron is often described as a force of nature. She has been at the forefront of consumer trends shaping our world throughout her career.

Anat's eclectic background has included working internationally with well-known hotel brands: Four Seasons, Holiday Inn and Radisson. She left her hospitality roots with a move to Los Angeles and became a Hollywood executive and producer.

Anat is perhaps best known as the wunderkind behind Mike's Hard Lemonade. Within three years, she grew Mike's into a \$200 million juggernaut—establishing a new category in the ultra-competitive American alcoholic beverage industry. And she did this despite her allergy to alcohol. True story.

After leaving Mike's, she combined her entertainment and business know-how to write, produce, and direct *Beer Wars*, an award-winning feature-length documentary that examines capitalism and free enterprise in 21st-century America.

Anat is currently the CEO of Stashwall, an early-stage technology startup, best described as the dashboard for your life.